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Digital Communication Goals
The foundation of effective digital strategy is a responsive and accurate website. Through its website, the IU School of Medicine is evolving its brand as a national leader and resource for medical researchers and students nationwide, particularly in core areas of medicine.

Core objectives include:
- Boost national recognition for expertise.
- Aid faculty recruitment/retention.
- Enhance visibility of medical research advancements.
- Improve brand awareness for attributes that influence target audiences.

Platform
The content management system (CMS) used to publish and manage the IU School of Medicine website is WordPress. When consolidating the school’s 100+ websites into a single domain, the Dean’s Office of Strategic Communications chose WordPress because it is the most popular and easy-to-use CMS in the world. The low technical requirement of this platform makes it possible for web leads, communications professionals and subject matter experts throughout the school’s 26 departments, 9 campuses and hundreds of research centers and labs to manage content quickly and easily so information stays current, complete and valuable to target audiences.

Content Management
The IU School of Medicine Dean’s Office of Strategic Communications provides centralized governance and support for the website to ensure that the technical build, information architecture, branding and backend metadata facilitate maximum search engine optimization, user experience, site performance and legal compliance.

Three levels of users can access the website to manage content.
- Writer (web support): Can edit on-page text, select images from PhotoShelter and submit for editor review.
- Editor (web lead): Can review changes submitted by writers, compare versions, submit for publishing.
- Publisher: Can adjust and publish on-page text, images, editor-level submissions.

The web lead for each IU School of Medicine department or program is responsible for monitoring and updating information on the site to ensure content stays up-to-date and complete. Web leads are the first point of contact for website-related questions, suggestions, issues for their department, campus or other type of unit.

Web Training
Monthly training sessions are offered on the second Tuesday of each month, and these sessions cover:
- How-to information for managing content on the website, including digital content strategy, school-first branding search engine optimization (SEO)
- How to enter events in the schoolwide calendar system, publish content on the blogs hub
- How to manage faculty and resident/fellow profile pages
Organization of Information: Overall IA

Units of the same type—such as departments and campuses—follow a similar information architecture throughout the site in order to aid search engine crawlers properly index our pages and to help target audiences find the same type of information across units.

Web content for most units of the school is organized by the tripartite mission: education, research and clinical care. Large departments with robust specialty divisions are further organized using this same structure. Other pages within a unit include a faculty list (which links to the individual faculty profile pages), news and events (links to the calendar system and/ or newsroom), and contacts.

Integrated Digital Platforms

- Internal Communications and File Management: MedNet (Sharepoint)
- Event Listings: IU Calendar System
- Faculty Profiles: HR Database with feeds from HRMS and FORMS
- Resident and Fellow Profiles: HR Database with feeds from MedHub
- Blogs Hub: Wordpress multisite
- Newsroom: Wordpress multisite

Analytics

The IU School of Medicine website uses a universal Google Analytics code so we can see how web users are moving through the site and where hot spots and dead ones are. Decisions about future updates to the site will be based on user data.
Five Best Practices for Website Content

I: Know your Audience—and speak to them.

Before submitting new or revised web content, consider the audience you’re trying to reach—and what you want them to do after seeing your content. The IU School of Medicine website targets prospective med students, residents, fellows and faculty as well as donors and media. Think about what specific information they are likely looking for on the website and where they expect to find it. IU School of Medicine Office of Strategic Communications can help with personas and journey mapping.

II: Know who your audience is NOT.

The IU School of Medicine website does not target patients, parents, care-givers, referring physicians or internal audiences. Communications to these audiences are published on the web platforms of IU Health and other clinical partners or, in the case of internal communication, on the school or department intranet. The IU School of Medicine website focuses on medical education and research, so clinical care information on this domain targets prospective residents, faculty and others who may be interested in the scope of patient experience they can get at this institution.

III: Consider your content out of context.

Media and other entities, including Google, frequently take text from web pages and apply to different sites and different platforms—e.g., voice search and Google Answer boxes. We can’t predict the context for web content, so it’s critical to ensure every sentence is clear and, within reason, able to stand alone. To aid in clarity, be sure to spell out all acronyms, especially branded terms (like the school name) and specify what department you’re referencing and who “we” and “you are. Most external audiences do not know what RCDC, CYACC, NIAID or NHLBI mean, and “the department” could refer to any of IU School of Medicine’s 26 departments.

IV: Be concise.

Most (60%+) internet searches are now done on hand-held mobile devices, and people consume information by scrolling—in short bursts of time as attention spans shrink. Write helpful headings and only include the most relevant information on web pages. Break text into short blocks. Be sure to answer audience questions, address their known problems and ease tasks they need to complete to perform a desired action (like apply or give).

V: Optimize for Google rankings.

SEO (or “search engine optimization”) is the process of getting traffic from the “free,” “organic,” “editorial” or “natural” search results on search engines. All major search engines (Google, Bing and Yahoo) have primary search results, where web pages and other content such as videos are shown and ranked based on what the search engine considers most relevant to users. Payment isn’t involved, as it is with paid search ads. (source: Search Engine Land)

SEO Fundamentals:

- Don’t duplicate text. Instead of repeating text on multiple pages of a website, link to the information.
- Keep outbound links to a minimum. Every time we link to an outside source, we indicate we’re not the expert and send authority to the other website.
- Use third person voice. Web users don’t search for words like “our program”; they use specific terms like “pediatric cardiology residency”.
- Keep pages updated. If information on a web pages becomes outdated and no longer a reliable source of information, user behavior will signal the problem in the form of bounce rates, fewer links and shares; search engines notice.
- Publish important information on your web pages, not in a pdf.
Composition Titles
Applies to book titles, academic/research paper titles, journal articles and lecture titles:
• Capitalize principal words, including prepositions and conjunctions of four or more letters.
• Only if it is the first or last word in a title, capitalize articles (the, a, an).
• Put quotation marks around the names of all such works.

Departments and Divisions
• Capitalize department names when used as a formal reference (Department of Chemistry); lowercase for general reference (chemistry).
• Lowercase clinical divisions: associate professor of clinical pediatrics.
• Identify departments and divisions as an entity of IU School of Medicine (e.g. IU School of Medicine Department of Pediatrics), especially on first reference.

Degrees and Credentials
• Don’t use periods on degree references; use MD, PhD, etc. Set off by commas after full name. Use “Dr.” on subsequent references.
• Use an apostrophe in bachelor’s degree, master’s, etc.; no possessive in Bachelor of Arts or Master of Science.
• Lowercase and never abbreviate “professor”: John Doe, MD, assistant professor of clinical pediatrics.
• Capitalize named professorships: Jane Doe, MD, Barbara and Peer Baekgaard Professor of Alzheimer’s Disease Research.

IU School of Medicine
• On first reference, spell out “Indiana University School of Medicine”; use “IU School of Medicine” on subsequent references; do not use “IUSM.”
• For brevity, the first reference to a department can include abbreviated use of name. “IU School of Medicine Department of Pediatrics.”
• Do not use spaces before or after en dashes in campus names: Indiana University School of Medicine–Evansville.
• Refer to the school as “IU School of Medicine” or “Indiana University School of Medicine” with no “the” preceding it except when the name is followed by a specific team, office, campus, etc.

Numbers
• Use numbers for dates, decades, years, ages, ratios, scores and percentages.
• Spell out whole numbers below 10, use figures for 10 and above. Use commas in numbers above 999.

Online Terms
• Use internet, website, webcam, webcast, webmaster, webpage; but web address, web browser.
• Don’t use http:// or https:// when spelling out web addresses.
• Avoid hyperlinking the words “click here” or something similar. Anchor text should explain what the link offers: Visit IU School of Medicine.

Punctuation
• Do not use a final comma in a series of items unless needed for clarity or if one of the items includes “and” or “of”: The flag is red, white and blue. He liked salami, ham, and peanut butter and jelly sandwiches.
• Some publishing systems have trouble translating em dashes (long dash); use double hyphens with no spaces on either side.

Times, Dates, Places, Terms
• Use figures except for noon and midnight. Do not use periods in am and pm: 11 am, 1 pm, 3:30 pm, 9-11 am.
• Don’t use the year unless the date is more than a year ahead or past.
• Spell out numbered streets nine and under: 5 Sixth Ave.; 340 West 10th St. Use the abbreviations such as Ave., Blvd. and St. only with a numbered address: 1120 South Dr. Spell them out and capitalize without a number: South Drive.
• Spell out Indiana, instead of using the “IN” or “Ind.” abbreviation.
• Use health care in place of healthcare.

Titles
• Lowercase and spell out titles when not used with an individual’s name: The dean issued a statement.
• Capitalize a formal title when used immediately before a name: IU School of Medicine Dean Jay L. Hess issued a statement.
• Lowercase titles when used in constructions set off by commas: Jay L. Hess, dean of IU School of Medicine, issued a statement.

Voice and Tense
• Do not use first- or second-person voice; use third person to keep language as clear as possible.
• Use present tense and a forward focus in communications.

This Quick Style Guide is intended for use in IU School of Medicine print and digital materials. It does not apply to Identity Package materials (letterhead, business cards, etc.), to reports, most internal documents such as policies, etc.
Page Structure: Components

Web pages are set up using components—horizontal zones that contain text, images and buttons in specific ways. These components are to be referenced in the content template when requesting new pages, and are the building blocks used when making updates to existing pages.
IU SCHOOL OF MEDICINE WEBSITE GUIDE

Page Structure: Components


- **Subtitle Location**: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed vel accumsan varius, sodales dui vel, blandit suscipit odio vel, semper venenatis est ac, auctor et tellus scelerisque at facilisis.

- **Title for Split Column Video**:

- **Column Title Text**: Column Title Goes Here

- **Report website-related problems at https://medicine.iu.edu/communications/website-update/**
IU School of Medicine Website: Content Template

[Specify where on the website the content is intended to go.]
Example: Research > Centers and Institutes > Name of Center
[Suggest URL for the new page(s), using the established structure on the website.]
Example: medicine.iu.edu/research/centers-institutes/name-of-center

Tip: Do not use acronyms, prepositions or “and” or “or” in URLs. The idea is to keep URLs as concise and keyword rich as possible.

Notes:
• Indicate anchor text in red text and provide URL for linking. Please do not embed URLs in the Word doc. Put URL in brackets next to anchor text for reviewing ease.

• [Text in gray brackets] represents reference notes to guide design or other aspects of the page build.
• Yellow highlights indicate a new page. Make sure URLs follow the established structure of the site and contain no acronyms, prepositions or other extraneous words.
• Text in blue highlights flags gaps, needed information or questions.

Tip: Refer to similar pages on the site that already exist for inspiration and guidance.

[H1 Title]
Enter Page Heading

[Insert introduction paragraph]
Note: This introduction should be a basic description of the program, work or offering that highlights the most important attributes—to target audiences. This description should directly relate to the desired call to action for target audiences visiting this page. Note that the first sentence of this paragraph will likely be the default meta description that appears in search engine results for this page. Make sure it captures the most interesting aspect of your program to inspire desired action by audiences. (See screenshot for reference.)

[Insert split column component 5]

Topic One [Enter link to page with more information if applicable.]
Enter brief description (max 40 words) of the topic.

Topic Two [Enter link to page with more information if applicable.]
Enter brief description (max 40 words) of the topic.

Topic Three [Enter link to page with more information if applicable.]
Enter brief description (max 40 words) of the topic.

[Insert split column component 2]
Enter Section Heading
Enter text.
Enter Item One description
Report website-related problems at https://medicine.iu.edu/communications/website-update/.

IU SCHOOL OF MEDICINE WEBSITE GUIDE

[call-to-action box]
Enter Heading for Call to Action
Enter about 50 words of text to entice audiences to take the desired call to action.
[button text] Describe Next Step [Enter URL/web address for next step.]

[Accordion]
Enter Title for Accordion Items
Enter text that summarizes/explains the information in this section.

Item One Title
Enter Item One description

Item Two Title
Enter Item Two description

Item Three Title
Enter Item Two description

[Can add more accordion sections as needed.]

[Secondary Contact Zone]
IU School of Medicine | Department/Center Name
Street Address | Campus Building Name and Room | CITY, IN ZIP | General Phone | General Email
Requesting New Web Pages

To add a new page or set of pages to the IU School of Medicine website, submit a Word document with all the content needed on the page(s) (including references to specific components and photo file names if using components that require an image). See the list of available Components. Because core units are still migrating to the new domain, web leads and web contributors cannot yet add pages to the IU School of Medicine site.

To request a new web page:
1. Create a new Word document with all the content you want to publish on your new page(s).

   **SEO Tip:** Consider your content from the perspective of your target audience: What information about your department/center/program/team do external target audiences need to find on the website?

2. Include a URL at the top of the file and each new page that follows the established structure for the type of web pages you’re requesting.

   Format this document to give clear instructions to the developer team. Include guidance on which component you want to use for formatting certain blocks of information (refer to page ## to see available components) and make sure that the text and images provided match the component format.

3. Route your draft content to your department or program subject-matter experts to ensure that the most interesting and valuable information is included and that your content is accurate and complete.

   **SEO Tip:** Be sure to include links to profile pages and relate programs, information in your on-page content so users can gather a full scope of information needed to make a decision.

   Review your text for accuracy and style. Make sure your content applies IU School of Medicine style standards (no acronyms, third-person voice) as well as proper spelling, punctuation and grammar.

   Load PDFs and other files to be linked from your pages to the MedNet Master library. (See page xx for instructions.) Include the URLs to be linked in your Word document.

4. When your initial draft is complete, submit your Word document to IU School of Medicine Office of Strategic Communications using the Web Update Request Form (at https://medicine.iu.edu/communications/website-update/). The communications team will review your file and get in touch with edits and recommendations for optimizing the content.

   **SEO Tip:** When considering the architecture of your pages, refer as needed to existing IU School of Medicine website pages to see how entities like yours are set up.

   **Process Note:** When you submit a ticket and enter your email address, you should receive notes from the developers when the dev site page is ready for review. The message will come from SmartSheet. If the draft web page looks okay, you’ll need to submit a new ticket requesting that the dev site page be pushed live. If you have edits to the dev site page, those too require a new ticket.

Report website-related problems at https://medicine.iu.edu/communications/website-update/.
First-Time Users: Get Editing Access

First time users need to access editing permissions for the website. To do this:

1. Go to mednet.iu.edu.
2. Sign in with IU credentials (upper right).
3. In the “Communications” menu, select “Website” from drop-down.
4. Complete form on the right side of this page: “Change Request for IUSM Website.” (FIGURE 1)

In “Request/Summary of Issues” box, explain that you need editing access for the IUSM website.

1. If you’re a web lead, in charge of a department’s communications, request editor-level access.
2. If you’re a contributor, request contributor or writer-level access.
3. Fill in your name, IU email address, campus and department.
4. Ignore the Page URL and campus fields.
5. Click “Submit.”
6. You will receive an email in 1-3 business days granting you editing permission and access.

Report website-related problems at https://medicine.iu.edu/communications/website-update/.
How to Sign In to Edit Web Pages

After you receive access to the site, sign in to begin editing content.

1. Go to the login screen of the IU School of Medicine WordPress website at medicine.iu.edu/login.

2. Enter your CAS credentials: Your username is your email address (before the @), and your password is the passphrase you use to access all IU systems.

3. Enter your secondary login information (via Duo authentication).

4. You’ll see a Dashboard screen with a black bar across the top, signaling you’re in editing mode. (FIGURE 2)
How to Navigate to the Page to Edit

1. On the Dashboard screen when you first sign in, go to the black bar and click on “Indiana University School of Medicine.” In the drop-down menu, select “Visit Site.” (FIGURE 3)

2. This takes you to the IUSM website home page. (FIGURE 4)

3. To get to the page you need to edit, you can use one of the options below.

4. Enter the page URL in the web address field at the top of the page. (FIGURE 5)

5. Use the site navigation to find the page. If you click on “Department” from the home page, for example, you’ll go to the front page for that department. The sidebar navigation on the left side of each interior page shows how the section is organized. (FIGURE 6) Click the topics to find specific interior pages.
How to Edit On-Page Text

1. Once you are on the page you want to edit, click “Edit Page” in the black bar across the top of the page to enter editing mode. (FIGURE 6)

   Troubleshooting Tip:
   If you don’t see the black editing bar across the top of the page you want to edit when you arrive there, refresh the page. (FIGURE 7)

2. Click the blue “Make Revision” button. (FIGURE 8)

3. Once you are in active editing mode on a specific page, hover your cursor over the area you want to edit.

4. In the green bar that appears, click on the pencil icon. (FIGURE 9)

   Troubleshooting Tip:
   Because of the way page components are coded in WordPress, it may be difficult at first to determine what part of the page to edit. For instance, on the home page for each department are three pictures—each with text and a headline link for Education, Research and Clinical Care. In edit mode, you don’t see the three horizontal boxes. They are presented vertically as “Grid Item Type B.” Each has its own green bar for editing. Hover over each topic to activate the green bar. (FIGURE 10)
5. After you click the pencil icon, a new window will open that allows you to edit the text or image. Edit text just as you would in a Word document. (FIGURE 11)

**Troubleshooting Tip:** If cutting and pasting text from a different source, always paste it into Notepad first. This will clear any code/ formatting that may interfere with the look of the text.

6. To format text properly for its purpose on the page, highlight the text and use the Style menu drop-down menu.
   - Each page has one main headline (H1).
   - Subheads are “Heading 2.”
   - Body text is “Paragraph.”

7. After you finish making edits, click “Save Changes.” (FIGURE 12)

8. Before submitting your updates, on the right side of the screen, click “Preview Changes” to see how your edits appear on the revised page. (FIGURE 13)

9. Re-read the text to make sure it is correct and that spacing looks right.

10. If everything is correct, click “Submit to Workflow.” (FIGURE 14)

**Troubleshooting Tip:**
Do not “Save Draft” unless it is something you have not finished and need to come back to. If you “Save Draft,” then every time someone goes to edit that page (including you), it will show that there is a revision in the works, even if it has already been submitted for publication.
How to Submit Edits for Publishing

1. After you Submit to Workflow, a new window opens. (FIGURE 15)

2. Select the correct workflow based on the pages you’re editing and assign the appropriate actor.

3. Summarize the changes made in the Comments box to aid the reviewer.

4. If an update is URGENT, please change the Priority on the workflow submission form.

5. Click “Submit.”

**Process Note:**
If you’re a writer, contributor, then the edited page is forwarded for review to the Website Lead for the department, campus, research center or other entity type. The web lead proofreads and edits to address any accuracy concerns and to correct any errors in branding or style before sending to revised page to the IUSM Communications office for final review (for SEO, accessibility compliance, etc) and publishing.

6. When edits are published, the person who initiated the edits is notified—typically within 2-4 days.

**Troubleshooting Tip:** Do not attempt to add a new page or new elements to an existing page. If you need a new page or element, simply request it on the Work Request Form at https://medicine.iu.edu/communications/website-update/ or https://mednet.iu.edu/Pages/Communications/Website.aspx.
How to Approve and Advance Edits

When a page update is waiting for review, the team web lead receives an inbox submission and an email alert. (S)he can review submission, compare to current page, and then submit to publisher or return submission to the writer for modifications.

1. The team web lead receives an inbox submission and an email alert that a page update is waiting for review. (FIGURE 16)

2. Click on the link to the draft revised page.

3. This opens the editing view for the revised page.

4. From the editing view of the revised page, the web lead can compare the suggested updates with the current version of the page by selecting “Compare with Original.” (FIGURE 17)

AND/OR

The web lead can go to the Dashboard on the left side of the page and open his/her Inbox to see all items in the workflow. (FIGURE 18)

5. The “compare” function highlights areas of change for quick reference of updates. (FIGURE 19)

6. The web lead can click on the link to the page as it appears on the live site or draft to view the revised version of the page—to check for any layout issues—and compare overall with the live version to ensure edits are in line with program priorities and updates are indeed improvements. (FIGURE 19)
7. The workflow inbox lists all items waiting for review. (FIGURE 20)

The web lead is expected to compare page versions to view changes (compare button), verify page layout is correct (view button) and request modifications—or sign off (to approve or reject updates). (FIGURE 20-B)

8. If the web lead finds errors that need to be corrected or otherwise rejects the submission, select “Unable to Complete” from the Action menu. (FIGURE 21)

9. Add comments about the issues that need to be addressed, and the writer will receive an email with the comments. (FIGURE 22)

10. To sign off and advance to a publisher, the web lead selects “complete”; assigns the update to a publisher with a target due date; and enters comments (if needed). Click “Sign Off”. (FIGURE 23)

11. Click “Sign Off” (again) to approve the update. (FIGURE 24)

12. The workflow originator receives email notification that the update is live online or requires modifications.
How to Add and Remove Links

1. Linking to other pages throughout the IU School of Medicine website (and occasionally other websites) is an important way to help users find information they need to answer a question, complete a task or better understand the school’s work and offerings.

2. To link web-page text:
   Enter editing mode as though you’re making an update to the text (refer to page xx).
   Highlight the *text you want to link.

3. Click the hyperlink icon in the editing box (FIGURE 25)

4. Paste in the URL of the destination page for the link and click the blue return arrow. (FIGURE 26)

5. Click “Save Changes.” (FIGURE 27)

*Note this text is called “anchor text” and it needs to describe what’s on the other end of the link.

For example, anchor text that links to an application form should be something like “Complete the application.” Anchor text cannot be generic (e.g., “Click here.”).

To change a link on a web-page:
1. Enter editing mode as though you’re making an update to the text (refer to page xx).
2. Select the anchor text for the link you want to change.
3. A box will appear with the URL for the link.
4. Highlight the current URL and paste or otherwise enter the new URL.
5. Click “Save Changes.”

To remove a link on a web-page:
1. Enter editing mode as though you’re making an update to the text (refer to page xx).
2. Select the text you want to unlink.
3. A box will appear with the URL for the link.
4. Click the break link icon. (FIGURE 28)
5. Click “Save Changes.”

SEO Tip: Links to internal IU School of Medicine pages—including faculty profile pages, blog posts and interior program pages—help build authority and rankings for specific pages and topics throughout the site. Linking to external sites weaken the school’s authority for topics that drive traffic to other websites. So be very thoughtful about any links that send users away from the medicine.iu.edu website.
How to Link to a PDF or Other File Type

When linking to a PDF or other type of file from a web page, first confirm that the file is IU School of Medicine brand-compliant. If it is, be sure to request and get access to the MedNet Master Library and then load the file into the document library, get a URL, and link references to the file on the web page. Details provided below.

To check branding and access support by Visual Media team:
1. Submit a Visual Media Work Request Form: https://medicine.iu.edu/communications/visual-media/work-request-form/.

To load a file into the document library:
To load and otherwise manage files in the Master Document Library, you need Contributor access to MedNet. Request access by submitting a Help Ticket: https://mednet.iu.edu/Pages/HelpDesk.aspx.

After you receive contributor access to the library:
Go to MedNet.iu.edu.
1. Sign in with your IU credentials and Duo authentication.
2. Find “Resources” in the main navigation menu.
3. In the dropdown menu, select “Master Document Library (Contributor)”.
4. Drag the file to the library.

**Troubleshooting Tip:** When naming a file, be sure to separate words with a hyphen; leave no spaces in the file name. This provides a clean URL that’s optimized for search. Also use simple, evergreen file names—no reference to dates or years or version. Since the file name generates the URL, you want this to remain the same year after year, so links remain intact even if you update the content within the file over time. Changing the file name in any way will result in broken links on pages that link to the file.

5. Find the file in the library listing and click on the three dots to the right.
6. A menu will open that also has three dots.
7. Click on the three dots next to SHARE and another menu will open. Click on “Edit Properties.” (FIGURE 29)
8. Add tags for this pdf to identify audience and type of file. (FIGURE 30)
9. Click “Save.”
To get a file’s URL:
2. Sign in with your IU credentials and Duo authentication.
3. Find “Resources” in the main navigation menu.
4. In the dropdown menu, select “Master Document Library (Contributor)”.
5. Find your document by searching the library using the search tool, or click “Modified” to reorder the library listing to the most recently modified file. (FIGURE 31)
6. Click on the file name to open it.
7. Copy the URL from the web address box at the top of the page. (FIGURE 32)
8. To link a file using the document URL, follow instructions for adding links to web content (page ##).

SEO Tip: Make sure critical content about your program or work is on the website pages, not buried in linked files.
How to Edit an Existing Button

Buttons to facilitate user action are available throughout the IU School of Medicine website. As the site continues to evolve and needs arise to promote different actions throughout the year, text and related links on these buttons may need to change.

To edit an existing button:
1. Find the button section you want to edit.
2. Select “Edit Page” from the black bar on the top of the page.
3. If the button is part of split column component 10 (FIGURE 33), look for the “Link Button List” icon somewhere on the page when in editing mode. (FIGURE 34)
4. Hover until a green bar with “Link Button List” appears.
5. Click the pencil icon in the green bar to edit.
6. In the Link Button List Settings window, click on the small up arrow to open the editing box. Buttons are listed in the order they appear on the page. (FIGURE 35)
7. You can now edit the information in this box, including the button text, the link URL, and to adjust setting for the link to open in the same window or a new window. (FIGURE 36)
8. Click “Save changes.”
How to Edit an Existing Call-to-Action Box

Call to Action (or CTA) boxes tell a web user exactly what you want him/her to do with information on the page. The call-to-action is the behavior you hope a user will take after consuming the information you provide.

The call to action should match the journey point for the user. In other words, if a page is likely the first touchpoint for a prospective resident, then the CTA should be to encourage the user to get more information about the program to help advance the decision to choose IU School of Medicine over alternatives.

To edit an existing CTA box:
1. Find the page containing the CTA box you want to edit.
2. Select “Edit Page” from the black bar at the top of the page.

Troubleshooting Tip: In editing mode, look for the Callout Box icon on the page; this is usually at the top of the page. (FIGURE 37)

3. Hover until a green bar appears.
4. Click the pencil icon to edit.
5. With the CTA box editing window open, you can adjust the title of the box, the text in the box and the link button that is in the box. You can also decide whether you want it to open in the same window or a new window. (FIGURE 38)
6. Click “Save changes.”
How to Replace a Photo

Photos to use for the website are stored in a photo library called PhotoShelter. You may use any photo in this library. The library is divided into groups and those groups are divided into folders.

To replace a photo:
1. Navigate to the page with the picture you want to replace.
   Troubleshooting Tip: Make note of where the picture is on the page (may be easiest to reference the section heading) so you can find it when in edit mode.
2. Click “Edit Page” in the black editing bar at the top of the page.
   Troubleshooting Tip: When searching for the section containing the photo you want to replace, you will not see any pictures in edit mode. Instead, generic icons that are used are used for components that have pictures. Page components containing photos will look like (FIGURE 39)
3. Hover over the area and the green editing box will appear.
4. Click on the pencil icon to start editing; the photo will appear at the top of the editing box. (FIGURE 40)
5. Click on the red X that is in the middle of the existing photo to remove that photo from the page.
6. Click on the green plus sign in the gray square to open the photo library.
7. Select “Import PhotoShelter Images” tab at the top of the page. (FIGURE 41)
8. Navigate to your photo file.
   Troubleshooting Tip: Do not try to go back a page using the back arrow, as this will throw you out of PhotoShelter and you’ll need to start all over. Instead, use the navigation bar at the top of the page and click on the page you want
9. Click “Import to Wordpress.” The button will turn green and say ‘Imported’ when complete. (FIGURE 42)

10. Select the “Media Library” tab at the top of the page. It may take a minute or two for your photo to upload and will appear as the first image. If you don’t see it, try refreshing the page.

11. Click on the photo you want to use. Then click the “Set Image” button (in the bottom right corner). This takes you back to your editing page, where the new photo appears.

12. Click “Save changes.”

13. Be sure to “Preview” the page to make sure the photo sized correctly to the space.

14. When finished, if everything looks correct, click “Save.”

15. Click “Submit to Workflow.”
How to Size Photos for Web Optimization

Sizing Photos for Web Optimization

Page load times are very important factors for search engine optimization and user-experience. The longer the delay in loading a page, the more likely users are to abandon it, and potentially the website altogether. Image size plays a significant role in page speed, so uploading optimized images is critical to retaining users and ensuring a good user experience.

Steps for selecting and sizing photos for the web:

1. Select a photo that you either own or have documented rights to use. This would also include the appropriate documentation to use the likeness of the individuals pictured. Also make sure you have saved a copy of the original image, so that you can come back and edit it again later if needed.

2. Open the photo in the image editing program of your choice. (Preview, Photoshop, Lightroom, etc)

3. In the image sizing section of your chosen image editor, set resolution for the image to 72 pixels/inch.

4. Use the web components guide to identify the specific pixel dimensions required for the component you are using. This will be the gray box with the dimensions listed on it.

5. Set the width and the height for the image to the dimensions outlined on the web components guide. (Example 360px x 240px)

6. Save the photo as a JPEG. The final photo should be no larger than 100KB at an absolute maximum.

Troubleshooting Tip:
If the photo is still larger than 100KB, you can use a tool like https://tinypng.com to compress it for the web. Just drag your resized photo into the box at the top of the page and it will provide you with a link to download a compressed version of the photo.
How to Copy an Element on a Page

Elements that already exist on a page, such as an accordion zone, can be copied to extend a list, for example.

To duplicate an element on a page:

1. Find the component you want to copy.
2. Click the “copy” icon in the orange bar. This will duplicate the entire accordion zone: heading and text zone. (FIGURE 43)
3. Update content with the information needed for the new component.
   - To update heading text in an accordion, click the pencil icon in the orange bar.
   - Body text for the accordion information zone is managed by clicking the pencil icon in the green bar.
4. Click “Save changes.”

FIGURE 43
How to Add a New Element to a Page

WordPress uses specifically coded blocks called components to build a page. See the list of available Components on page ##. Web leads and web contributors cannot yet add elements to the IU School of Medicine web pages. Instead, the development team needs to add any new elements due to formatting issues. This will be resolved after the site’s core migration is complete.

To add a photo, button, accordion, video or call out box to a page:

1. Find the component you would like to add.

2. Request the new component with specific instructions and any content needed (text and images) using the Website Update Request Form: https://medicine.iu.edu/communications/website-update/.

3. Specify the component number (e.g. component 5) you want to be inserted on the page and describe where on the page the component should go (after a specific section or at the bottom of the page, for example).

4. Attach all applicable text and photo, if the component requires a photo.

⚠️ **Process Note:** When you submit a ticket and enter your email address, you should receive notes from the developers when the dev site page is ready for review. The message will come from SmartSheet. If the draft web page looks okay, you’ll need to submit a new ticket requesting that the dev site page be pushed live. If you have edits to the dev site page, those too require a new ticket.
How to Update Faculty Profile Info

All of the bio information for each IU School of Medicine faculty member resides in a Faculty Database. When faculty are added to a page, their title automatically appears with their picture which automatically links back to their profile information in the Faculty Database.

**To add a faculty member (or resident or fellow) to a list on a web page:**
1. Open the Web Update Request form at https://medicine.iu.edu/communications/website-update/.
2. Request the page update.

**To find the editing screen for a profile page:**
Faculty themselves and their designated delegate(s) can edit faculty profile pages.
1. Go to https://portal.medicinedept.iu.edu/ and sign in with CAS.
2. Click “Directory” at the top of the page.
3. Enter the last name of the person whose profile you want to edit. DO NOT fill out any other fields.
4. Click “Search.”
5. Click on the name you want; the list of names is in alphabetical order.

**To edit information in the profile database:**
1. Click on the red and white person icon on the left side of the screen to activate the edit mode.
2. Add or change information in the profile, including biography, photo, research interests, clinical interests, community service, publications, etc.
3. Be sure the profile has:
   - The correct mailing address (not an internal campus address)
   - A recent picture (To change the photo, click Update Photo while in edit mode.)
   - Correct titles: The primary title as it appears in the HR system shows in the red box at the top with the picture. All other titles are listed under the bio in the area called “Titles & Appointments” when viewed in the Public View.
   - Any phone, fax or email addresses you want displayed on the Public Profile
   - A correct PubMed link that shows all of their publications
4. Save all changes.

⚠️ **Process Note:** Some changes are published immediately; others (e.g., photos) go live overnight, after the system scans for security issues. The pending profile can be viewed by clicking the “View Pending Public Profile” button at the top of the page.
To Correct a PubMed or MyBibliography Link:
If the PubMed link is not showing a complete list of publications, you can update it.

1. While in Edit mode, scroll down below the Bio and click on the “Publications” tab.
2. Click on the “Add/Edit” button.
3. Delete the incorrect link and paste in the correct link.

To Name a Delegate for Editing
1. In editing mode for the Profile, click on “Manage Delegates” in the Tasks box on the right side of the page.
2. Put in the delegate’s user name (their email address name before the @) and click “Add Delegate.”

To link web text to a profile page:
1. Navigate to the faculty/resident/fellow profile you want to link.
2. Click “View Public Profile.”
3. Copy the URL from the web address field at the top of the page.
4. Paste the URL on the faculty name reference on the page.
How to Add an Event to the Calendar

Photos to use for the website are stored in a photo library called PhotoShelter. You may use any photo in this library. The library is divided into groups and those groups are divided into folders.

To add an event:
1. Go to One.IU.edu and sign in.
2. Search for ‘My IU Calendar’ and then click on calendar in the drop down list or click on the calendar icon. If you have used the calendar before, it will take you directly to the calendar. If this is the first time you have used it, you will see a prompt to “Start.”
3. Once you are on the calendar page, click the gear icon in the upper right corner. (FIGURE 44)
4. On the Calendar>Options page click “Maintain Group Calendars.”
5. Select the ALL CAPS version of the calendar you want to populate.
6. Click on the plus sign in the upper right corner to add an event.

Troubleshooting Tip: Wait until you’ve entered all information for the event before clicking any “Save” buttons. Once you save, the event publishes.

7. In the Overview tab: (FIGURE 45)
   1. Fill in the event name. Keep it short but descriptive. Remember this event will be part of the schoolwide calendar so “Seminar” won’t be helpful to prospective attendees.
   2. Select start and end days and times.
   3. Ignore “Show Time As” and “Sharing” fields.
   4. Give the address of the event, including city, state and zip code.
   5. Give a description of the event that answers the questions:
      • Who would be interested
      • What will take place
      • How to register / where to park / or any thing else that might be relevant

Formatting Tip: To single space your description, press the Shift key when hitting the Return/Enter key.

Report website-related problems at https://medicine.iu.edu/communications/website-update/.
8. In the Event Details tab:
   1. Select audiences for the event.
   2. Provide cost details.
   3. Enter contact name.
   4. Enter the URL for any other site a prospective attendee needs to register.

9. Use the Image tab to add an image to your event posting. (FIGURE 46)
   1. Click “Set Image.” A new window will open.
   2. Click “Choose file” and browse to select the image you want to use.
   3. The thumbnail image for the event posting will be small, so choose your picture accordingly.
   4. A small highlighted area will appear on the picture. Move it around to the part of the picture you want to use.
   5. Click “OK.”

10. On the Recurrence tab:
    1. Select applicable options. (FIGURE 47)
    2. After you set up the recurring event, go to the calendar and edit the individual dates to modify details (e.g., location, speaker name, etc) without affecting the overall series of recurring events. Instructions below.

11. After you've completed all the information fields for an event, select the “Calendar” tab.
12. You must now move the lower case version of the department or campus calendar to the right column.
13. Click “Save”

The event immediately publishes on the calendar and levels up to the IUSM main calendar. Sometimes it takes as long as an hour before appearing.

To Edit an Event:
1. Go to One.IU.edu and sign in.
2. Search for 'My IU Calendar' and then click on calendar in the drop-down list or click on the calendar icon.
3. Click on the event you want to edit and an editing box will open.
4. Click the Edit button, make edits and then save.

You can also delete an event or a series of events this same way. If an event is set up as a recurring event, editing an event on a specific date will not change it anywhere else in the series.
How to Post Blog Content

IU School of Medicine hosts a wide range of blogs for its various audiences. This is an important part of the school website and digital strategy; we know that prospective students are eager to hear from actual students about what medical school is really like and prospective residents and faculty care deeply about the workplace culture. Real stories humanize the learning and working environment, and blogs are the right platform for delivering personalized advice, insight and information for future and current members of the IU School of Medicine community. Plus, since an author’s name is associated with each blog post, contributions to the blogs hub can help students, faculty and staff establish or strengthen their voice in the medical community.

Blogging Basics

• Frequency: Instead of each blogger having his/her own blog to update weekly, a group blog alleviates the time commitment needed from bloggers. This means you can blog as frequently or infrequently as your interest and schedule allows. Ideally, each blogger will post a 300-500-word blog every 4-6 weeks. To stay healthy, a blog category needs at least one new post each week.
• Support: The school’s communications team offers strategic support for bloggers, including story ideas, editorial calendar, writing tips, promotion on the school’s social channels, performance analytics and technical support.
• Training: In addition to this step-by-step guide for posting to the blog, Q&A sessions for bloggers can be scheduled as a teleconference as needed to address any areas of concern or confusion. Periodically, ideas and resources for blogging are shared with active bloggers.
• Promotion: Blog posts are promoted on the school’s social channels, throughout the website and on the school’s internal communication platforms (including MedTV, MedNet and broad internal emails) when topics align with school news and events.

To get blogging access:
1. Login at medicine.iu.edu/blogs/login with CAS credentials.
2. Close the window. This action established your Wordpress blogs account that we can then elevate for blogging permissions.
3. In new window, visit MedNet > Communications > Website, and request access to the website as a blogger.
4. Receive access.

To set up blogger profile:
1. Login at medicine.iu.edu/blogs/login with CAS credentials.
2. Go to Blogs Dashboard on left side of page.
3. Click “Profile.”
4. Keep all settings at top and enter bio and headshot.
5. Click “Update Profile.”

To post a blog:
1. Login at medicine.iu.edu/blogs/login with CAS credentials.
2. In the black editing bar at the top of the page, find “New” and select “Post.”
3. Enter headline. (FIGURE 43)
4. Enter post content.

Troubleshooting Tip: If cutting and pasting from a Word doc or other platform, be sure to first paste in Notepad or some other text-only tool to remove all extraneous coding that may impact formatting and styling of blog content.

5. To import an illustration or photo into the body of your post—that you have copyright permission to use:
   1. Go to the black sidebar on the left.
   2. Select “Media”.
   3. Choose “Add New.”
6. In the right column, select the blog category to which you’re posting.
7. Do not select “Add as Featured Post.” The system automatically features the most current post.
8. Select appropriate tags from the tag library.
9. In the right column, select “Set Featured Image.”
10. Select “Import PhotoShelter Images” to choose the Featured Image. These are images that meet platform and branding specifications and for which IU School of Medicine has confirmed permission to use for external communications.
11. Select image and click “Import to Wordpress.” Image will import to the Media Library.
12. Select the image and then click “Set featured image” in the bottom right corner.
13. When you’re finished working on your post:
   1. “Save” to resume later.
   2. “Preview” to see a draft for review.
   3. “Publish” to push live.
   4. Acknowledge data security/ HIPAA rules by clicking “OK” on window.

To edit a blog:
1. Login at medicine.iu.edu/blogs/ with CAS credentials.
2. Navigate to the post.
3. Select “Edit Post” in black tools bar.
4. Make edits and select:
   • “Preview changes” to review.
   • “Update” to publish revised post.
Monitoring Performance: Web Analytics

To ensure digital strategy is based on user-behavior data, monthly reports as well as on-demand access to web analytics are available. These reports show the impact of web content and site structure as well as other SEO considerations. (FIGURE 44)